

ORDER



Orders
Order / Rev: 712791
Alt Order #: 06310820
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 72
Flight Dates: 09/12/12 - 09/18/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	72	\$65,475.00	\$55,653.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	72	\$65,475.00	\$55,653.75	0.00
Totals	72	\$65,475.00	\$55,653.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/17/12	09/18/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MT-----	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					4	\$800.00		0.00			
2	WKYC	09/12/12	09/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$800.00		0.00			
3	WKYC	09/12/12	09/14/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$800.00		0.00			
4	WKYC	09/17/12	09/18/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					4	\$800.00		0.00			
5	WKYC	09/17/12	09/18/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$400.00		0.00			

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6	WKYC	09/12/12	09/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NKYC	09/10/12-09/16/12		M-F 9-10a Today II		9a-10a	--WThF----	:30		(\$400.00)		0.00	NM		
See MG 6.4 [nbc new cut-in - jh]															
4	NKYC	09/17/12-09/18/12		M-F 2-3p		2-3p	MT-----	:30		\$400.00		0.00	NM		
Ⓜ MG for 6.2 09/12															
7	WKYC	09/17/12	09/18/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$200.00		0.00						
8	WKYC	09/12/12	09/14/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$200.00		0.00						
9	WKYC	09/17/12	09/18/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MT-----	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$375.00		0.00						
10	WKYC	09/12/12	09/14/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--WTF--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$375.00		0.00						
11	WKYC	09/17/12	09/18/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MT-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$450.00		0.00						
12	WKYC	09/12/12	09/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$450.00		0.00						
13	WKYC	09/17/12	09/18/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$1,800.00		0.00						
14	WKYC	09/12/12	09/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$1,800.00		0.00						
15	WKYC	09/12/12	09/14/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$1,800.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WKYC	09/12/12	09/14/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/10/12-09/16/12		M-F 7-730p		7-730p	--WThF----	:30		(\$1,800.00)		0.00	NM		
See MG 15.4 [Prgm Change]															
4	NKYC	09/16/12-09/16/12		Post NFL News		Various	-----Su	:30		\$1,800.00		0.00	NM		
Ⓜ MG for 15.1 09/14															
16	WKYC	09/17/12	09/18/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$1,800.00		0.00						
17	WKYC	09/17/12	09/18/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$1,800.00		0.00						
18	WKYC	09/12/12	09/14/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--WTF--	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$1,800.00		0.00						
19	WKYC	09/17/12	09/18/12	Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$800.00		0.00						
20	WKYC	09/12/12	09/14/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$800.00		0.00						
21	WKYC	09/17/12	09/18/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MT-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$350.00		0.00						
22	WKYC	09/12/12	09/14/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$350.00		0.00						
23	WKYC	09/15/12	09/15/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$800.00		0.00						
24	WKYC	09/15/12	09/15/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$800.00		0.00						
25	WKYC	09/15/12	09/15/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$1,800.00		0.00						
26	WKYC	09/16/12	09/16/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00

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26	WKYC	09/16/12	09/16/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		1				\$800.00		0.00			
27	WKYC	09/16/12	09/16/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		1				\$1,800.00		0.00			
28	WKYC	09/16/12	09/16/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		2				\$1,800.00		0.00			
Totals														72	\$65,475.00